

## Message Text

UNCLASSIFIED

PAGE 01 DOHA 00069 171135Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 EUR-12 /031 W  
-----029665 171404Z /47

R 171045Z JAN 78  
FM AMEMBASSY DOHA  
TO USDOC WASHDC  
AMEMBASSY LONDON  
INFO SECSTATE WASHDC 3300

UNCLAS DOHA 69

E.O. 11652: N/A  
TAGS: BEXP, QA  
SUBJECT: ANOTHER DOHA COMPANY SEEKS FORD FRANCHISE

REF: DOHA 40, 77 DOHA 538

1. MR. EDGAR ROBERTSON, MANAGER OF NATIONAL CAR COMPANY (NCC) HAS ASKED EMBASSY ASSISTANCE IN CONTACTING FORD MOTOR COMPANY TO EXPRESS HIS COMPANY'S INTEREST IN BECOMING AGENT FOR FORD IN STATE OF QATAR. ACCORDING TO ROBERTSON, FORD WILL SOON BE DELETED FROM ARAB BOYCOTT LIST AND THEREFORE COULD BE CONSIDERING DISTRIBUTORSHIP AGREEMENT.

2. NCC IS ONE OF THE LEADING MOTOR VEHICLE DEALERS IN DOHA OWNED BY NASSIR BIN ABDULLAH AND MOHAMMAD SIDDIQ TRADING COMPANY. NCC NOW REPRESENTS MAZDA, CHRYSLER TRUCKS AND THE KOREAN-MANUFACTURED PONY AUTOMOBILE. ACCORDING TO ROBERTSON, NCC AND PARENT COMPANY CASH POSITION NOW ALLOWS THEM TO GREATLY EXPAND THEIR MOTOR VEHICLE BUSINESS. THEY ARE WILLING TO MAKE INITIAL ORDER OF 300 FORD CARS AND TO ESTABLISH ALL NECESSARY FACILITIES FOR SALE AND SERVICE.

3. ACTION REQUESTED: DEPARTMENT PLEASE PASS INFORMATION THIS TELEGRAM TO MR. HISHAM A. ROUSHDY, MARKET DEVELOPMENT CONSULTANT FOR FORD MIDDLE EAST AND AFRICA INCORPORATED, AMERICAN ROAD, DEARBORN  
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MICHIGAN 48121, TELEPHONE (313) 322-7040.

4. LONDON PLEASE PASS INFORMATION THIS TELEGRAM TO MR. MAX P. WYLER, MANAGER, BUSINESS MANAGEMENT, MIDDLE EAST AND AFRICA, 169 KINGS ROAD, BRENTWOOD ESSEX CM14 4EN, TELEPHONE BRENTWOOD 219500, TELEX 882121.

5. DOHA 40 IT WTDR OF NASSIR BIN ABDULLAH AND MOHAMMAD SIDDIQ  
TRADING COMPANY.  
KILLGORE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 17 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
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**Disposition Reason:**  
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**TAGS:** BEXP, QA  
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**Review Markings:**  
Sheryl P. Walter  
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